THE ROLE OF DIGITAL MARKETING IN SUPPORTING MARKETING ACTIVITY IN HAVPRO GROUP

(Study Case in Indonesian Consultant Management Company)

AN INTERNSHIP REPORT

By:

MUHAMMAD SULTAN SHALAHUDDIN ROZI

Student Number: 17311306

INTERNATIONAL PROGRAM

MANAGEMENT STUDY PROGRAM

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2021

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Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department

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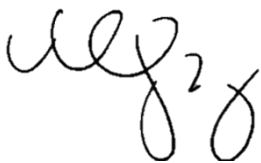Student Number: 17311306

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A BACHELOR DEGREE INTERNSHIP REPORT

Written By:

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Yogyakarta, April 23rd 2021
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(Prof. Jaka Sriyana, S.E., M.Si., Ph.D.)

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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, March 11 2021
Author,

Muhammad Sultan Shalahuddin Rozi

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Asssalamualaikum Wr. Wb.

Alhamdulillahi rabbil'alamin, the intern feels gratitude to Allah SWT, because of His blessing and grace, the intern can finish writing the internship report with the title "**Case Study of Indonesian Consultant Management Company: The Role of Digital Marketing in Supporting Marketing Activity in HAVPRO Group**". This internship report was arranged as the final project of the internship itself. The internship report is meant to be the final project in order to achieve my Bachelor Degree. Other than being compulsory as a result of internship, this report hopefully could be helpful for other researcher and fellow students who planned to do an internship as well as their final assignment. The preparation of this internship is not separated from the encouragement and the support from several parties. In this occasion, the author wants to give his gratitude to the following:

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Yogyakarta, April 1st, 2021

Muhammad Sultan Shalahuddin Rozi
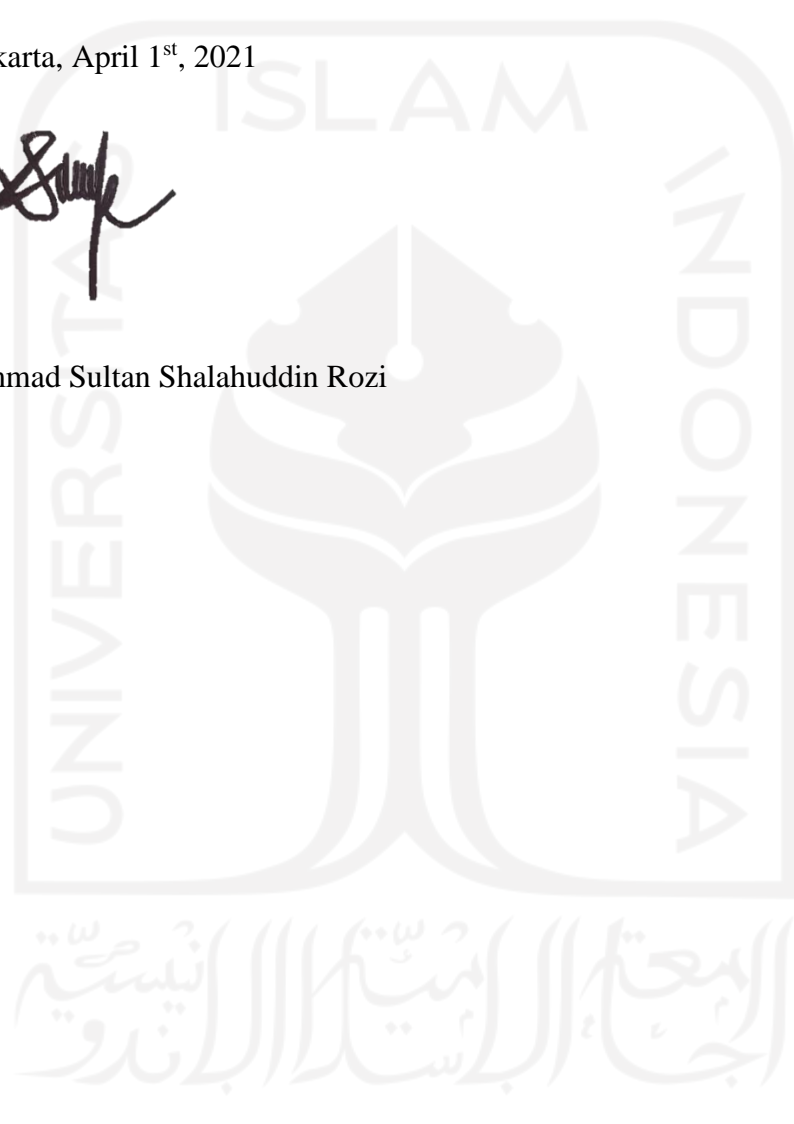
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**THE ROLE OF DIGITAL MARKETING IN SUPPORTING
MARKETING ACTIVITY IN HAVPRO GROUP**

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ABSTRACT

This report discusses a case study; The Role of Digital Marketing in Supporting Marketing Activity in Indonesian Consultant Company. Since everything is digitalized in this era, as a management consultant company, they need to maximize this momentum to reach their target market wider. However, most of these businesses rush into trying to take advantage of the opportunities without having a clear strategic marketing plan to reach its market. This could, in contrast, be disadvantage if money invested in digital marketing does not yield a reasonable return. By implementing marketing strategic plan, it will help the company to reach the potential customer effectively.

Apprenticeship activities were carried out at HAVPRO Group, which was located in East Jakarta. The duration of the internship was two months with extended 1 month based on company request. During the internship activities, the writer was doing interview with the employee and also did some observation in order to collect the data.

The company need to create a specific division that will be focusing on digital marketing and also hire employees that is suitable with the position. Therefore, HAVPRO Group can maximize the digital platform effectively. The company also need to explore other marketing channel and also create more various content in order to maintain their relationship with the customer.

Keyword: Digital marketing, management consultant company, target market, strategic marketing plan, potential customer.

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ABSTRAK

Laporan ini merupakan studi kasus tentang "Peranan Pemasaran Digital dalam Mendukung Kegiatan Pemasaran di HAVPRO Group. Karena semua sudah terdigitalisasi di era ini, sebagai perusahaan konsultan manajemen perlu memaksimalkan momentum tersebut untuk menjangkau target pasar yang lebih luas. Namun, sebagian besar bisnis ini terburu-buru mencoba memanfaatkan peluang tanpa memiliki rencana pemasaran strategis yang jelas untuk menjangkau pasarnya. Sebaliknya, hal ini bisa merugikan jika uang yang diinvestasikan dalam pemasaran digital tidak menghasilkan pengembalian yang wajar. Dengan menerapkan rencana strategis pemasaran, ini akan membantu perusahaan menjangkau pelanggan potensial secara efektif.

Kegiatan pemagangan dilakukan di HAVPRO Group yang berlokasi di Jakarta Timur. Jangka waktu magang adalah dua bulan dengan perpanjangan 1 bulan berdasarkan permintaan perusahaan. Selama kegiatan magang, penulis melakukan wawancara dengan karyawan serta melakukan observasi untuk mengumpulkan data.

Perusahaan perlu membuat divisi khusus yang fokus pada digital marketing dan juga mempekerjakan karyawan yang sesuai dengan posisinya. Oleh karena itu, HAVPRO Group dapat memaksimalkan platform digital secara efektif. Perusahaan juga perlu menjajaki saluran pemasaran lain dan juga membuat konten yang lebih beragam untuk menjaga hubungan dengan pelanggan.

Kata kunci: Pemasaran digital, perusahaan konsultan manajemen, target market, rencana strategis pemasaran, pelanggan berpotensi.

CHAPTER I

Introduction

1.1 Company Profile

HAVPRO is a consultant management group that are founded by Ade Ahmad Rozi, M.B.A., Ph.D and Desty Cholidy, M.B.A. in December, 2007. HAVPRO Group is located in East Jakarta, and the company also had a branch office that located in Yogyakarta. The main office is a place where almost all company activities are carried out, while the branch office is a programing center for focusing on the latest product called HiPRO Application.

There are two companies that are included in this company group. Havara Consulting (PT. Havara Daya Sejahtera) provides consulting services in the field of improving organizational and employee performance including organization and employee performance management, electronic performance management application development (E-Performance), organizational and employee effectiveness studies and surveys; business research in the field of management strategy and HR management system in order to support the transformation to a high-performance organization, and training for organization and employee performance development. While another one named Prospero Management (PT. Prospero Mandiri Indonesia) which engaged in the development of HR competencies, both online and offline (E-Learning Content Development). The company has almost 15 years of experience in transforming various organizations in Indonesia into High-Performance Organizations. They also have collaborated

with more than 150 clients that consist of multinational company, private company, BUMN, public organization, and ministries throughout Indonesia.

Figure 1. 1 Company Structure

1.2 Background of The Study

The Internet has become increasingly accessible and is now used by a wider spectrum of consumers (Bressolles, Durrieu, & Senecal, 2014). To overcome this phenomenon, people need to keep innovating in order to catch up and deal with the current issue. According to Jack Ma (2017), every small business aspect that cannot be linked with the internet will not have any opportunities to survive in this globalization era because local business in the future will be way more competitive.

Since everything is digitalized in this era, marketing aspects also shows a huge difference compared to the past. The use of technology will cut down the barriers faced in the past and will give a huge impact on targeting the potential customer.

Therefore, as a consultant company needs to maximize this momentum to reach their target wider. The thing is, many companies still do not understand how to promote their products to the right target on social media. In fact, there are several steps or strategies that need to be followed in order to reach the right potential customer.

The accessibility of internet has made businesses realize the importance of having online presence. However, most of these businesses rush into trying to take advantage of the opportunities without having a clear strategic plan to reach its market. This could, in contrast, be disadvantage if money invested in digital marketing does not yield a reasonable return. A proper strategy will help businesses reach its market. Getting to know your customers is an important step for every company before taking any action towards marketing. Customer's demographic may be divided into several categories based on gender, social status, geographical location, and so on. In order to be successful, each business must do research or brainstorm to finish this process.

As a consultant management company, most of HAVPRO's potential market are also a company. This type of business model was known as B2B or Business-to-business. By definition, B2B companies are oriented towards supporting other companies through their products and services. Business-to-business model are considered to be a hard model compared to business-to-consumer model because the product or service is intended for another company, not directly to an individual or group.
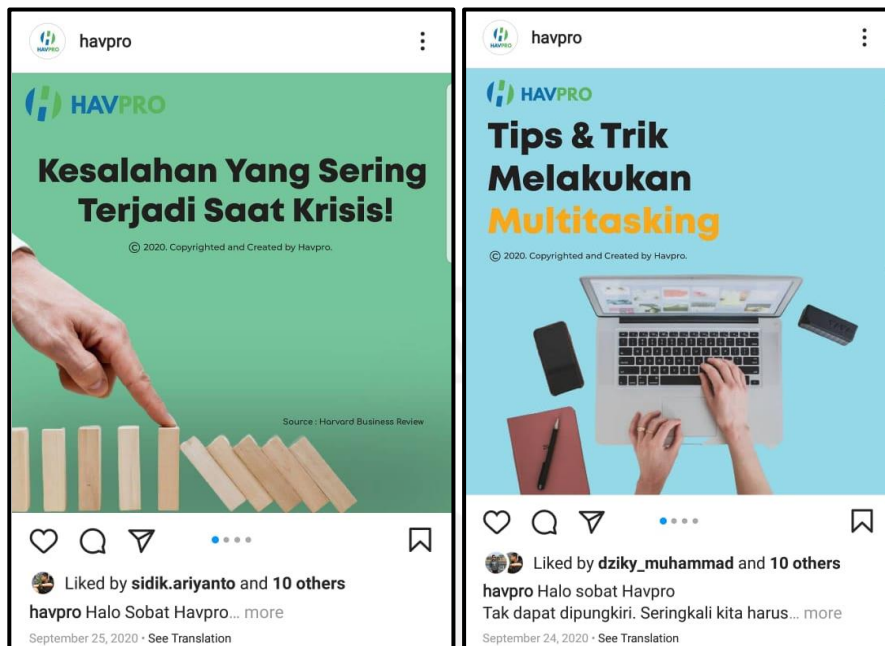
Figure 1. 2 HAVPRO's Engagement in Social Media in September, 2020.

Figure 1. 3 HAVPRO's Social Media

Social media usually used for a company to do several marketing activities in order to attract the market. Unfortunately, HAVPRO were having a hard time to

find a suitable strategy to penetrate their potential customer through social media because they provide services as the product. Therefore, the marketing activities in HAVPRO's social media can be categorized as not effective. If we compare the total followers and also the average likes in each picture (figure 1.2 and 1.3), the total number of likes is not equivalent with their followers.

This kind of problem can be caused by wrong implementation of marketing strategic plan, unsuitable marketing channel, and also weak brand perception. Therefore, the writer was expected to solve these problems in order to penetrate the potential market through digital platform in terms of B2B business model.

1.3 Formulation of The Problem

1. How to penetrate the potential customer through digital platform in terms of B2B business model?

2. What kind of strategies that need to be implemented in order to increase the social media engagement?

3. Which marketing channels is the most appropriate to reach customer?

1.4 Internship Objective

The main objective of conducting internship program is to fulfill the requirement in order to achieve bachelor degree in this university. By joining the internship program, the writer is expected to obtain a real-world experience on working, involving problem-solving, critical thinking, and theoretical skills to be executed and enhanced in a non-academical perspective (Matthews & Zimmerman, 1999). By finding the problem that occurs in the real situation, writer would be able to solve it with the knowledge and the theory that they gain in university. They also

can give and achieve the idea and opinion with different perspective from the workers in the company.

The existence of intern student in a company will also help the company to solve any internals' problem, especially in marketing aspects. In addition, the writer may also give new insights related to the entire company regarding the importance of marketing strategic plan implementation in order to penetrate the market in social media in terms of B2B busines model.

1.5 Internship Benefit

After this internship, students can learn and gain benefits related to the marketing knowledge in the internship activity in the HAVPRO group, including:

1. Soft skills and Hard skills

    Soft skill is a self-attribute skill that cannot be learned by formal, while hard skill is the ability that can be gained by formal that is needed for working experience. Students can gain soft skills (communication skill, adaptation skills, leadership skill, etc.) and hard skills (data analytic skill, content marketing skill, etc.) in the activity of internship in HAVPRO Consulting Group by doing projects and also experiencing a real work experience.

2. Realizing the role of marketing from a company perspective

    The activity of an internship in a marketing consulting group would enhance the importance of the role of marketing from the perspective of the company. Students can go directly to face the real problem in the company to be solved by

marketing perspective that they have learned in the university and directly give impact and solve the problems that the company faced.

3. Giving a new perspective from the students to the company

Students can give their ideas and experiences during the internship that can help the company gain more input from the students.

CHAPTER II

Literature Review

2.1 Digital Marketing

The word of Digital marketing has changed over period from the definition of relating the products of marketing and services using digital channels to the process of utilizing technology of digital to make customers and also building the buyer partialities, branding, how to hold customers and enhance sales (Kannan & Li, 2016). From the definition of American Marketing Association's Firm (Definition of Marketing, 2017), Digital Marketing can be defined as the series of movement, organizations, and procedures that digital technology facilitates for delivering, creating, and communicating value for customers and also stake-holders (Kannan & Li, 2016).

The emerging of digital technologies would produce value innovatively in a new environment of digitalization. Digital technologies enable institutions for creating capabilities of foundational to create differentiation for customers and also for the institutions (Kannan & Li, 2016). These processes allow the technology of digitalization to create differentiation over the experience and also communications among the customer. It is enabled by digital touchpoints to cover the procedure of marketing, foundations, and customers.

Research in the past shown that some online advertisement such as banner advertising is really essential in persuading the behavior of customers and also their perspective. The image of brand would increase the loyalty level of a consumers

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(Smith, 2012). This message would really affect the customers mind and would respond to the brand.

It has been identified that there are some touchpoint conventional strategy keys influenced by the technology. The strategies include five c's- Customers, Collaborators, Competitors, Context, and Company. This strategy would work well if it can be elaborated with 4ps of Marketing mix (Promotion, Products/Services, Price, and Place) (Kannan & Li, 2016).

2.2 Marketing Mix

According to (Borden, 1964), marketing mix can be defined as the essential component or ingredients that would wake up the programs of marketing. It also can be defined as the part of mix program that the managers must identify and adjust. This list of elements can be in the form of a graphic presentation based on the procedures of marketing dealing with devising marketing programs that can be successful. The marketing mix is the list of classification of variables in marketing defining and describing the situation or phenomenon that never being settled or considered as valid (Gronroos, 1994). It will never fit in every situation because it keeps changing every time and it becomes obsolete.

The marketing mix is very powerful for some reason. It is because the concept has a powerful impact making marketing seems easy to handle (Goi, 2009). The elements contained in the marketing mix would turn the competitive position of a firm's reputation (Gronroos, 1994). The marketing mix has two important benefits. First of all, it is an essential device for considering the marketing part as the job of

the managers determining the strength of an individual from the others (Goi, 2009). The next benefit is giving a hand on revealing another dimension of the marketing. The managers could assign the resources that are available to compete among the other's resources, and it will help to strengthen the philosophy of marketing in the organization (Low & Tan, 1995).

The researchers of marketing have been compassionately settled the marketing elements and divided it into 4 elements (Alderson, 1950). The marketing mix concept consists of 4p's (Product, Price, Place, and promotion) (Gronroos, 1994). Marketers have various plans and competing with each other blending the elements into a marketing mix (Gronroos, 1994). Moreover, the 4p's of marketing mix would present a noteworthy generalization which was considered as twelve elements (Borden, 1964).

Product planning would be the list of steps and policies related to the product lines (design and quality), the product market to be sold and also the strategy of production. The next element is Pricing. It is about the level of price to be considered, the specific adjusted price, and also the strategy of pricing. While the third element is Place/Physical handling. It can be defined as policy and procedures related to storage, carriage, inventories. The last one is Promotion. Promotion can be categorized as a procedure related to the plans of selling, a form of a sale to the customers (Borden, 1964).

2.3 Segmenting, Targeting, and Positioning

a) Market Segmentation

Market Segmentation is intended to classify the market from a large consumer that fits with their product and later it will help the company to arrange the strategies in order to reach their targets (Constantinides & Stagno, 2011). Meanwhile, Andaleeb (2017) defined marketing segmentation as a process of identifying groups of potential customers that has the same interest with the products. From both theories, it can be concluded that market segmentation is the first crucial action that need to be taken for a company to classify their market and later it will help them in order to find the suitable strategies to reach their targets in the next step.

Market segmentation are categorized as geographic, demographic, psychographic and behavioral. In segmenting the market, as a company, the intern identified those four types of factors to make it easier on developing the segment profile (Kotler, 2011).

1. Geographic: Every location will create different needs for the people who lived there. This phenomenon was built by the situation that happened in each location, such as weather, infrastructure, facilities, and others. Therefore, geographic factors are differentiated by the location where the customer lived and this will create opportunities for companies to fulfill the customer needs.

2. Demographic: Demographic factors are defined by physical and factual data. This factor is usually differentiated by age, gender, income, occupation, marital status, family size, race, religion and nationality (Camilleri, 2017).

3. Psychographic: Lifestyle of potential customer are being measured in this approach. Lifestyle may include activities, interests, habit, opinions, and others (Prasad & Aryasri, 2011).

4. Behavioral: Behavioral factor is defined based on the customer's purchase behavior. In this factor, perceived value become a significant consideration by the customer in determining the products they will choose (Camilleri, 2017).

b) Targeting

After the company segmented their market based on those four factors, they need to determine the target market and decide which segment that need to be prioritized and which should be ignored (Andaleeb, 2017). According to Camilleri (2017), there are three market coverage alternatives on determining the most profitable segment, which are undifferentiated marketing, differentiated marketing, and concentrated marketing. Meanwhile, there are five basic strategies to choose the target market (Tania & Dharmayanti, 2014), which are:

1. Single segment targeting

2. Selective targeting

3. Mass market targeting

4. Product specialization

5. Market specialization

c) Positioning

Positioning is the last step after the company successfully segment and decide which market that they are going to target. Brand positioning is a stage where the company need to make a differentiation between their competitors that will attract minds of customers, prospects, and other stakeholder (Andaleeb, 2017). While according to Kotler in Keller (2003), brand positioning is the process of planning the company's image so they can easily place their brand in the minds of the consumer and it will maximize the company's potential profits. According to Duncan (2008), brand positioning strategy is generally based on one of four variables, namely:

1. Category positioning
2. Image positioning
3. Unique product feature positioning
4. Benefit positioning

2.4 Social Media as Marketing Channel

Marketing channel is a mediator that function to bring together sellers and buyers, and also fulfilling the intermediaries' goals (Paswan, Blankson, & Guzman, 2011). In the other hand, marketing channel can be defined as an organization that will be used by the company in order to reach their distribution goals (Mehta, Dubinsky, & Anderson, 2002).

Social media nowadays become a platform for a company to do marketing activities such as customer relationship management, customer service, buyer research, lead generation, sales promotion delivery channel, paid advertising

channel, and branding (Ashley & Tuten, 2014). Meanwhile, Lipsman, Mudd, Rich, & Bruich (2012) indicated that social media also become a new way for discussing about brand or product details. Once the customer shared their experiences with the products or services to others, it will indirectly promote the brand itself through word-of-mouth (WOM).

Based on those theories, it can be summed up that social media is now become one of the marketing channels that hold an important role on how company do their marketing activities because it is very profitable. By understanding the logarithm of each social media, the company may reach their potential customer effectively.

2.5 Brand Perception

Brand perception reflects customer perspective on the brand. It can be influenced and shaped by the products, or the image of the brand. In general, brand perception is the sum of feelings, attitudes and experience by customer towards the brand. It in turns can affect what image the brand is portraying and being perceived by customer to picture the brand personality. Brand personality is likely to affect other aspects such as, revenue, brand loyalty, and so on. According to Rook in Aaker (1997), customer tends to picture the brand with human-like characteristics as if they were public figure. The concept of brand personality shares many similarities to that of human personality. However, the initial stage of brand personality being formed is different (Aaker, 1997). There are many aspects of the brand that might affect brand personality.

One of ways of how brand personality might develop is through what is called as "meaning transfer". The prevailing concept or principle within culture is the basis of meaning transfer. According to McCracken (1989), the principle is then transferred to the brand through mediums, such as advertising. The process begins from what the brand is going to portray its image or its message to customer. These messages may consist several things such as gender, age, social status of the intended customer. A context, a person or an object that might represent these messages may be represented to portray the messages to customers (McCracken, 1989). For example, Heineken, a beer company, portrays a party with a DJ drinking a beer to send a message that the product is meant for young adult who likes to get together with friends and having fun. This may give perception to customers that the brand has certain traits such as fun and friendly. There are also other aspects that shape brand personality.

According to Seimiene and Kamarauskaite (2014), there are 5 elements that affect brand personality. Brand name will be the first aspect associated with the brand by customer (De Chernatony in Seimiene & Kamarauskaite, 2014). It serves as the basis of brand awareness and brand image towards customer. Another aspect that plays an importance in branding is logo. According to Grohmann in Seimiene & Kamarauskaite (2014), there is a relation between logo design and brand personality. It shapes customer's perspective and define a human-like characteristics on the brand. Logo of a brand is a stimulant in embedding a brand within customer's mind when it is presented along with the brand's name (Kohli, Suri, & Thakor, 2002). Color might also serve as a medium of brand to

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communicate its brand personality. What color the brand choose may help them to send a message to its intended customers. Expensive jewelry company might use silver-black color which represents luxury and dignity according to Bottomley and Doyle (2006).

Packaging which is closely associated with color also has many things to do with brand personality. The color of luxury goods packaging tends be dark and cold color (Ampuero & Vila in Seimiene & Kamarauskaite, 2014). The last thing that may play one of the most important factors in brand personality is people. How employees dress to serve customers play a role in shaping brand personality in customers' perspective. Not only that, the age of employees also has an impact. A brand is likely to be considered open-minded and adaptable if the company employs many young employees (Seimiene & Kamarauskaite, 2014).

The brand personality of a company is then served as a relationship between the brand and the customers. Sometimes in order for the brand to legitimize a relationship as a partner to its customers, the customers must think of the brand as a living creature (Fournier, 1998). Therefore, sometimes an animated figure or a character representing the brand is beneficial to both parties. For instance, a superhero character invented by pepsi which is "pepsiman" gives customers a sense of connection with the brand. This relationship, in turns, might help the brand in gaining customers' loyalty to the brand itself.

CHAPTER III

Methodology

3.1 Types of Research

Internship report conducted in HAVPRO Group was done using descriptive qualitative research. Descriptive research focused on gathering information, which mainly based on question 'what?' to describe characteristics or factors (Nassaji, 2015). While some may refer qualitative research as descriptive research, qualitative research focused on broader approach on research. Qualitative method seeks the exploration of data, hence questioning participants regarding its view and opinion on the subject (Nassaji, 2015).

Internship was conducted to gather information regarding digital marketing roles in supporting consulting management company. The writer seeks whether digital marketing had helped consulting management company. Factors regarding the outcome were explained in the report to better grasp the idea of digital marketing in the industry. The outcome of the research will hopefully give new insights and knowledge regarding the implementation and the impact of digital marketing in consulting management company, particularly HAVPRO Group.

3.2 Data Source

The data that used to conduct this report were primary and secondary data. Primary data was done by interviews and observations, while the secondary data was used in order to support the primary data.

3.3 Data Collection Method

Several methods were used to assemble the data. The primary data was gathered by having a discussion with HAVPRO staff, observing the activity that occurred in HAVPRO company, and documentation. To support the primary data collection that was done in the office, the writer used secondary data by using statistical data, journal article, books, and others that still relevant with the topics.

CHAPTER IV

Result and Discussion

4.1 Internship Program

The internship was done at HAVPRO Group which was located in the capital city, DKI Jakarta. Unfortunately, since the company needed to follow the government's regulation, the writer did the internship from home. The internship was conducted from December 1st, 2020 to February 28th, 2021. The internship was held with 5 working days from Monday to Friday, 08.30 WIB to 16.30 WIB or approximately 8 hours of work every day for a week. During the internship program, the writer was placed in the marketing division, where the task was doing marketing strategic plan, monitoring the digital marketing activities, and also analyzing the suitable marketing channel.

Every beginning of the week, the entire company member held a meeting to do some kind of monitoring. This was held in order to maintain the employee's progress, and make sure that they did their things on track. The meeting was mostly conducted by zoom meeting, and we also created a WhatsApp group in order to make the communication easier.

4.2 Supporting and Inhibiting Factors during Internship Program

While doing the internship for about 3 months, the writer found several difficulties and also received some convenience that will obviously affect the internship activities.

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4.2.1 Supporting Factors

One of the supporting factors in this internship program was a clear instruction from the HAVPRO member. Therefore, the writer can run the task easily. The other supporting factors was that the entire company member did regular meeting at least once a week. This kind of habit was a positive move in order to control the progress of the entire works.

4.2.2 Inhibiting Factors

The obstacles that could be found during the internship was that the company could not utilize the digital platform effectively because they did not have a division that focussed on digital marketing. The other obstacle was that the writer had a hard time on communicating with the supervisor because everything was done online.

4.3 Data Findings and Analysis

4.3.1 Market Segmentation for HAVPRO Group

Market segmentation is a method of categorizing groups of potential customers that has the same curiosity with the products (Andaleeb, 2017). To segment their product, the company need to classify the market based on 4 factors to make it easier on developing the segment profile (Kotler, 2011), which are:

1. Geographic
2. Demographic
3. Psychographic
4. Behavioral

HAVPRO Group had several products that are focusing on solving the organization's problems and one of the products named HiPRO Application. In this context, the writer was asked to focused on segmenting the application. After categorizing the market, the company needed to choose a market that they think was very suitable and later it would be prioritized (Andaleeb, 2017).
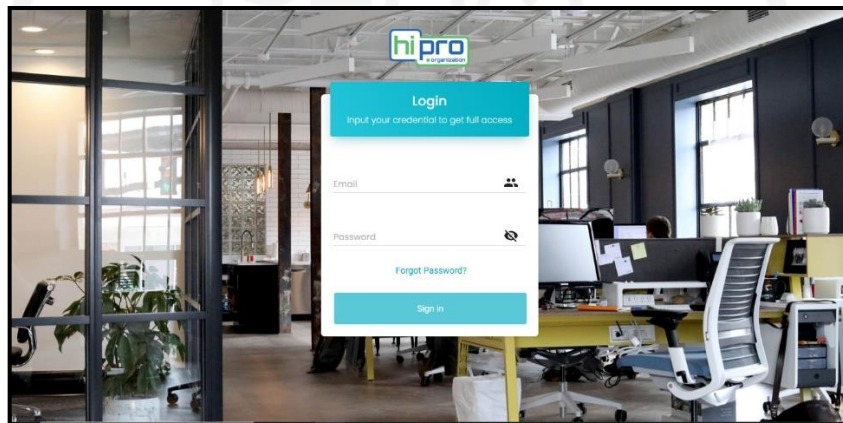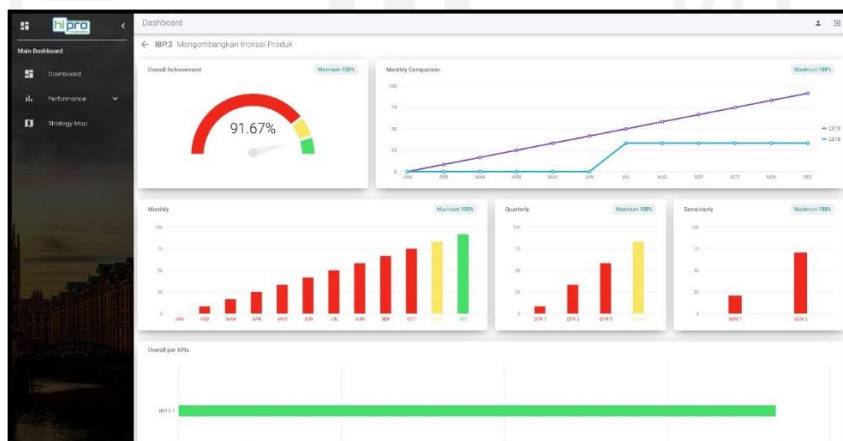

Figure 4. 1 HiPRO Application

Figure 4. 2 The Features of HiPRO Application

HiPRO is a web-based performance management tools that would help the top management in monitoring and evaluating organizational performance

achievements. By controlling everything through digital, it would cut down all barriers such as inconsistent monitoring, bias monitoring, unclear performance tracking, and others. This application was also user-friendly, so the entire organization could easily operate this application. In the login page as shown in Figure 4.1, the user needed to insert email along with the password. After they successfully loged in into the application, the data would come up like shown in Figure 4.2.
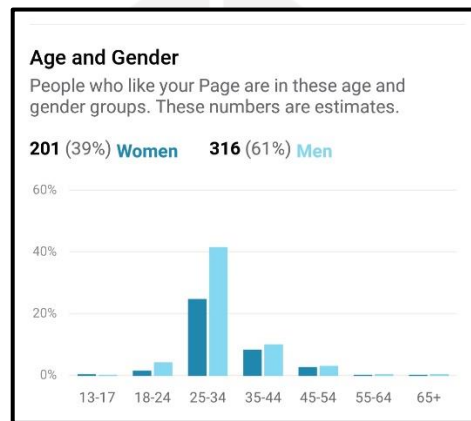

Figure 4. 3 HiPRO's Market Segmentation based on Demographic Factor

Figure 4. 4 HiPRO's Market Segmentation based on Geographic factor

The writer had a forum group discussion between the marketing division member which is led by the head division (Mr. Mashuri), and also the entire of intern member to reformulate the STP strategies. Based on previous strategies that they already being implemented; the top management of the company did not satisfy with the result because the engagement was really low. Since this strategy is a new thing for the company, Mr. Ade Ahmad Rozi M.B.A, Ph.D. said that the first objective of implementing digital marketing is to create brand awareness to the potential customer Therefore, the marketing division need to evaluate and find another suitable strategy in order to penetrate the potential customer effectively.

After having a discussion with the entire division, FGD participants were agree that we aimed the potential market in Indonesia, specifically to a region that had industrial areas (Figure 4.4). The reason behind this decision was because this problem was commonly found on a big company, and this decision also based on number of clients that already collaborate with HAVPRO in the past. In other

words, this application would come as a solution. After determining the specific location, the company targeted the market from 25 – 45 years old that worked in private and public company and having at least bachelor degree. In this strategy, we agreed that the company are going to aim the HRD's company. Therefore, we chose 25 – 45 years old based on HRD's age range. By following Figure 4.3, the market expected to be familiar with technology because everything would be done by digital. By using this application, the clients were expected to receive several benefits such as simplifying the monitoring process, providing early warning system, digitalized performance results, and others. After evaluating the marketing strategy, the writer suggested the company to use paid-advertising to boost up their content. Therefore, it will help the company to reach the market even wider.
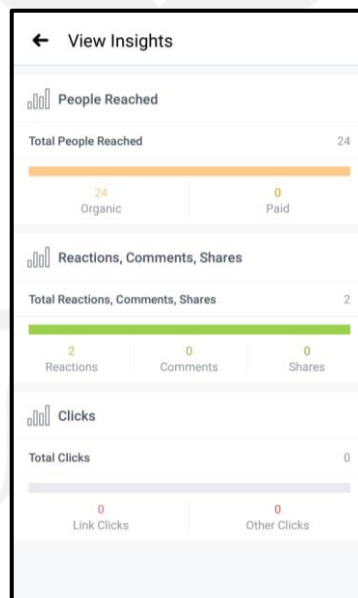

Figure 4. 5 HAVPRO's Social Media Engagement with The Old Strategy

Figure 4. 6 HAVPRO's Social Media Engagement with The Latest Strategy

After evaluating and giving the best solution for HAVPRO's social media marketing strategy, it can be concluded that HAVPRO Group had successfully change their segment market. The number of engagements is significantly increasing compared to the days when HAVPRO still using the old strategy. The total amount of engagement also helped by using paid advertising in order to reach the potential market wider (Figure 4.5 and 4.6). Before they classified the market, they also defining each of marketing mix (product, price, place, and promotion) in order to make the segmentation process easier. By aligning 4 elements of marketing mix, it would also help the company to choose appropriate marketing channel.

4.3.2 Brand Perception

Brand Perception is a process of transferring meaning from company's brand to the customer. According to McCracken (1989), a context, a person or an

object that might embody these messages may be represented to describe the messages to customers. As a company that served services to the customers, HAVPRO Group needed to create a strong brand image in order to attract their potential customer. Based on the products that HAVPRO Group served, the company wanted to create a perception for their potential customer as a solution for problems that were often faced by companies on a daily basis. For example, a company was usually poor in monitoring employees because they did not have a clear system. Therefore, HiPRO was presented as a solution to be able to monitor employee performance on a digital basis.

HAVPRO Group created a landing page, which is a main page of the company on a website which hopefully would give a good perception to the potential customer once they opened it. This project was handled by Mr. Fadel as the leader of software engineering in this company. To attract the customer's mind, the company needed to know what kind of expectation that the customer wanted after they clicked the link. Therefore, the content is formulated below:
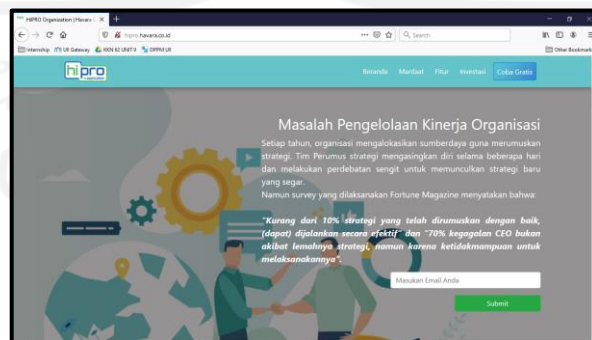

Figure 4. 7 Landing Page of HiPRO (Header)

In the header of HiPRO landing page (Figure 4.7), the company began with problem identification. Therefore, the potential customer would read the list of problem that was already written in the header and directly compared it with their organization's situation. By triggering their mind, it would be easier for the company to attract the customers.
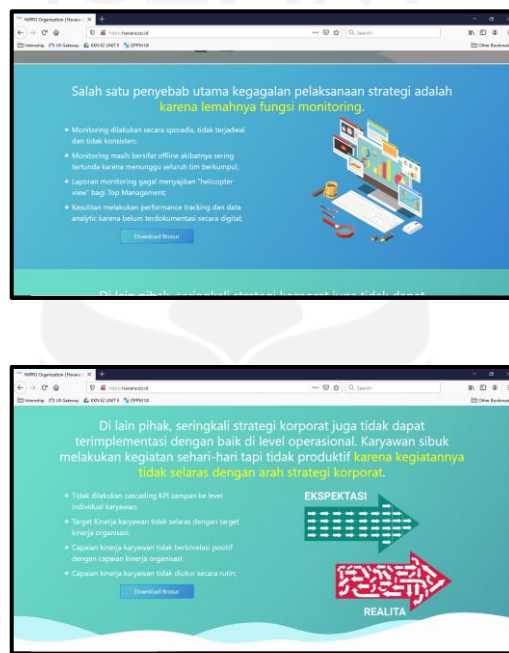

Figure 4. 8 Landing Page of HiPRO (Problem Cause)

On the next two columns shown in Figure 4.8, the company jumped into list of causes that might become the reason why the potential customers needed this application as the solution. The company also provided two perspectives to find out the causes of the problems, which were from the top management's side and also the employees' side. Therefore, the customer was expected to get attracted by reading the problem caused and continued to scroll to the next column.

Figure 4. 9 Landing Page of HiPRO (Solutions)

After listing the problem causes, the company directly moved to the solutions (Figure 4.9), which was the main reasons why they clicked the link. This column was an important part whether the potential customer would buy the product or not. Therefore, the company needed to provide a content that can attract the customer in the solution part.
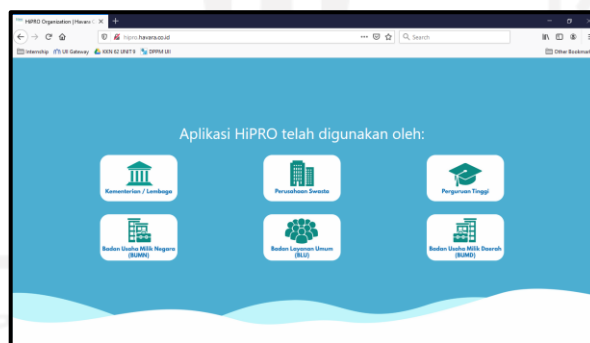

Figure 4. 10 Landing Page of HiPRO (Social Proof)

As a company that provided services as their product, they needed to prove themselves that they were really capable on solving the problems. Therefore, in the last column (Figure 4.10), the company showed list of clients as their social proof

to the customers. By seeing this list of columns, it would also help the potential customer to see whether this product was suitable to their own company or not.

HAVPRO Group knew well about their customer's expectation. By highlighting "solution" as their brand image, it would create a good perception that will stuck in customer's mind. The recommendation from the writer was that the layout of landing page should be more attractive by using short and effective sentences in describing the product. The landing page of the company must also add more visual content, so that buyers would be more interested and not bored seeing the landing page.

4.3.3 Marketing Channel for HAVPRO Group

Marketing channel is a process of finding suitable platform and later it will link the sellers to the buyers, and also fulfilling the intermediaries' objectives effectively (Paswan, Blankson, & Guzman, 2011). To reach a wider market coverage, HAVPRO Group chose digital platform as their channel to promote the products.
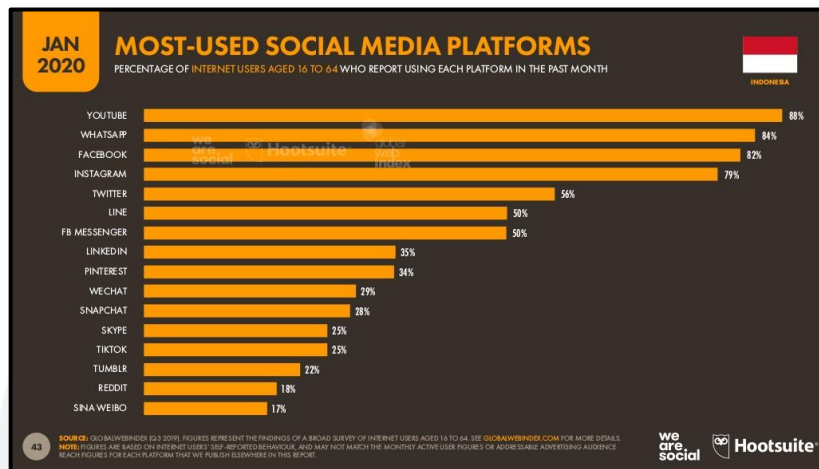
Figure 4. 11 Most-used Social Media Platforms in 2020

After the company successfully create the landing page, the total amount of visitor is really low. Moreover, the potential customer did not how to access it. There are no further information relating the website because HAVPRO just simply put the link in the bio of company's social media. Therefore, the writer and the entire internship were asked to analyze and solve the problem.

In the previous forum group discussion, the writer suggests the company to choose paid-advertising as their new strategy that need to be implemented. Based on Figure 4.11, social media platforms nowadays may give a good impact for any company to run their business process. This could be an opportunity for HAVPRO Group to penetrated their potential customer through social media. Therefore, the writer needed to analyze on which platform was appropriate between the product and the potential customer.

According to Ashley & Tuten (2014), Social media nowadays become a media for a company to do marketing activities such as paid advertising HAVPRO

have two main social media, which are Facebook and also Instagram. Therefore, the company was focusing on advertising their product on those two platforms by applying the paid advertising.

Figure 4. 12 Layout of Facebook Ads

In the feature of Facebook ads, the user can put any link that still related with the product (Figure 4.12). Therefore, it will make the potential customer easier to find a complete information if they are interested. By applying paid advertising in company's social media, it will help them to increase the total amount of landing page's visitor.

Table 4. 1 List of Price Advertising in Several Social Media

Media	Price	Estimated Audience	Reason(s)
Instagram	Rp 150.000/daily (in 10 days)	130.000 - 330.000 per duration	63 million Indonesian audience as of 2020

	Rp 100.000/daily (in 15 days)	130.000 - 330.000 per duration	
Facebook	Rp. 100.000/daily	3.000 - 9.000 per day	1. 130 million Indonesian audience as of 2020. 2. More popular with mature audience.
	Rp. 150.000/daily	4.600 - 13.300 per day	
	Rp. 200.000/daily	6.100 - 17.800 per day	
*Youtube	-	-	Most-used social media platform in Jan 2020 (88%).
*Linkedin	-	-	1. 17 million Indonesian audience as of January, 2021. 2. People aged 25 to 34 were the largest user group (8.300.000).

*Recommendation

After this strategy was agreed by the top management, the writer and other intern student were asked to do a research regarding the price list of paid-advertising in several social media. Since HAVPRO only have two main social media, the writer was asked to be more focused on finding the details. Meanwhile, the writer

was also ordered to find another platform that had a potential to be explored by the company.
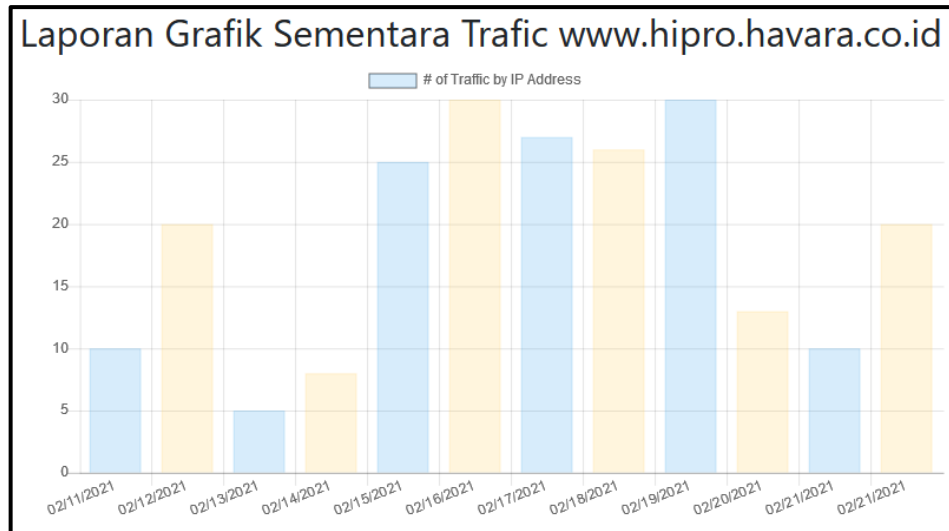

Figure 4. 13 Landing Page Traffic for HiPRO Application

After applying paid advertising on Facebook, the landing page traffic for HiPRO Application (www.hipro.havara.co.id) can be concluded as success (Figure 4.13). If we compared to the days when the company had not applied the paid advertising (02/11/2021 – 02/14/2021), the graphic shows significant progress (02/15/2021 – 02/19/2021). In other words, paid advertising can be one of solutions for the company to reach the customer wider.

In addition, to maintain and increase the engagement of HAVPRO's social media, they needed to create a proper schedule for at least 1 month ahead. This strategy would help the company to decide the total content that would be uploaded, the right time to upload the content, and the content that would use paid advertising during a month. To maximize the digital marketing activity, monitoring and

evaluating were also important for the company to decide whether the strategy successful or not.

The writer also gave some recommendation for the company to choose a platform such as YouTube and also LinkedIn. The reason behind this recommendation is because YouTube is known as the most used social media platform in January, 2020 (Kemp, 2021). Another reason why the writer recommended LinkedIn to be the platform of advertising was because this application was narrower to the segment which the company wanted it to be the target.
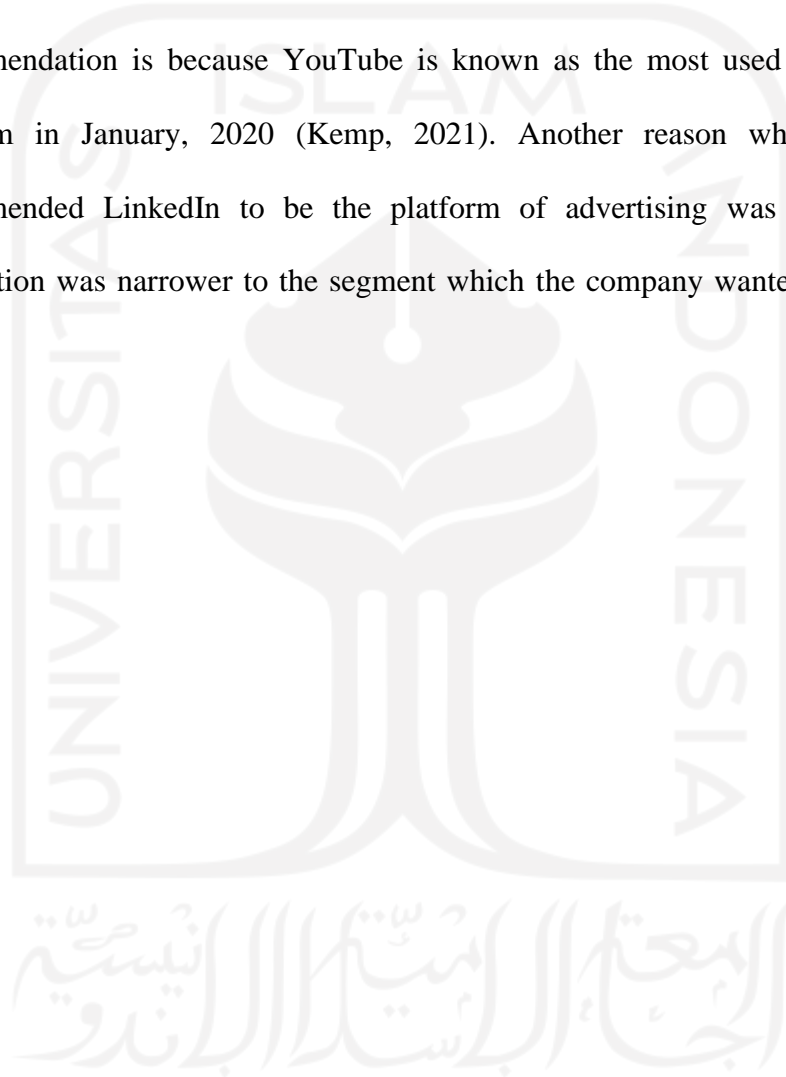
CHAPTER V

Conclusion and Recommendation

5.1 Conclusion

Based on the analysis after three months of internship, it can be concluded that:

1. HAVPRO Group had a serious problem to reach their potential customer through social media. The company were already created a good content related to the product, unfortunately, they cannot increase the level of brand awareness. After the having a FGD activity between the writer, employees, and the entire intern student, we have successfully reevaluated and create a new strategy to reach the potential customer. The company has effectively classified their potential customer based on 4 factors, which were geographic, demographic, psychographic and also behavioral. By identifying the segment in detail, it would be easier for the company to decide the suitable contents for the targeted market and also which marketing channel that they want to enter.

2. Since HAVPRO Group was a management consulting company that provided services as a product, they positioned themselves as problem solvers for any organizational problem. Therefore, most of the company's advertising content consisted of benefits in order to give potential customers the perception that they were the right solution for the customers.

3. The company already started to utilize digital platform as a promotion tools, so that they could reach the potential market wider. Although it was still not optimal, but the writer believed that there were lot of things that can be improved on advertising the products through digital platform such as website or social media.

5.2 Recommendation

1. In order to create a bigger opportunity, HAVPRO Group needs to optimize the digital platform by creating new division that focusses on digital marketing. This division is expected to manage the digital marketing campaign, creating content, analyzing and monitoring the traffic, developing the brand, and others. By recruiting the right man on the right place, it will be more potential for the company to maximize the digital marketing sector.

2. The company needs to enter other marketing channel or any social media platform that they think it will be suitable with the product and the customer in order to create a bigger chance. By providing several various of contents, it will also maintain the relationship with the customer.

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APPENDICES

Appendix 1. Daily Log Internship

I. Change of Topic/ Title

_____

_____

_____

_____

II. Extension Period

1. Date: _____ Signature _____

2. Date: _____ Signature _____

3. Date: _____ Signature _____

4. Date: _____ Signature _____

5. Date: _____ Signature _____

Notes:
1. This card must always be shown to the advisor at the consultation time.
2. Please extend your writing permit as soon as it is overdue
3. This card must be SUBMITTED when you register Internship Exam

INTERNATIONAL PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA

DAILY LOG CARD (INTERNSHIP)

|		
Name	:	**Muhammad Sultan Shalahuddin Rozi**
Student Number	:	**17311306**
Department	:	**Management**
Thesis Title	:	The Role of Digital Marketing in Supporting Marketing Activity in HAVPRO Group.
Writing Period	:	December 1, 2020 – January 31, 2021
Supervisor	:	**M. Muharrom Arrasyid, M.M.**
Signature	:	(M. Muharrom Arrasyid M.M)

Yogyakarta, October 20, 2020
IP MANAGEMENT

December 2020		
WEEK	**TOPIC / ACTIVITY**	**ADVISOR'S SIGNATURE**
1st week	Briefing all internship participant, creating internship work plan, observing and analyzing the marketing process in company.	
2nd week	Discussing the internship work plan with the marketing team of HAVPRO Group, start to create the content of landing page.	
3rd week	Consulting the layout of landing page with the marketing team of HAVPRO Group, do some revision regarding the content.	
4th week	Observing the web hosting for creating landing page, start to fill-in the content.	

Jan-21		
WEEK	**TOPIC/ ACTIVITY**	**ADVISOR'S SIGNATURE**
1st week	Market research, evaluate previous strategy and recreate marketing strategic plan.	
2nd week	Do a research regarding marketing channel to promote the products.	
3rd week	Creating content for Instagram and Facebook ads.	
4th week	Observing book publisher that located in Yogyakarta.	

Feb-21		
WEEK	TOPIC/ ACTIVITY	ADVISOR'S SIGNATURE
1st week	Research about Facebook and Instagram ads, look for other channel alternatives (LinkedIn, YouTube, etc.).	
2nd week	Monitoring Facebook ads engagement.	
3rd week	Evaluating the marketing activities based on the strategies that already being implemented.	
4th week	Preparing for exam.	
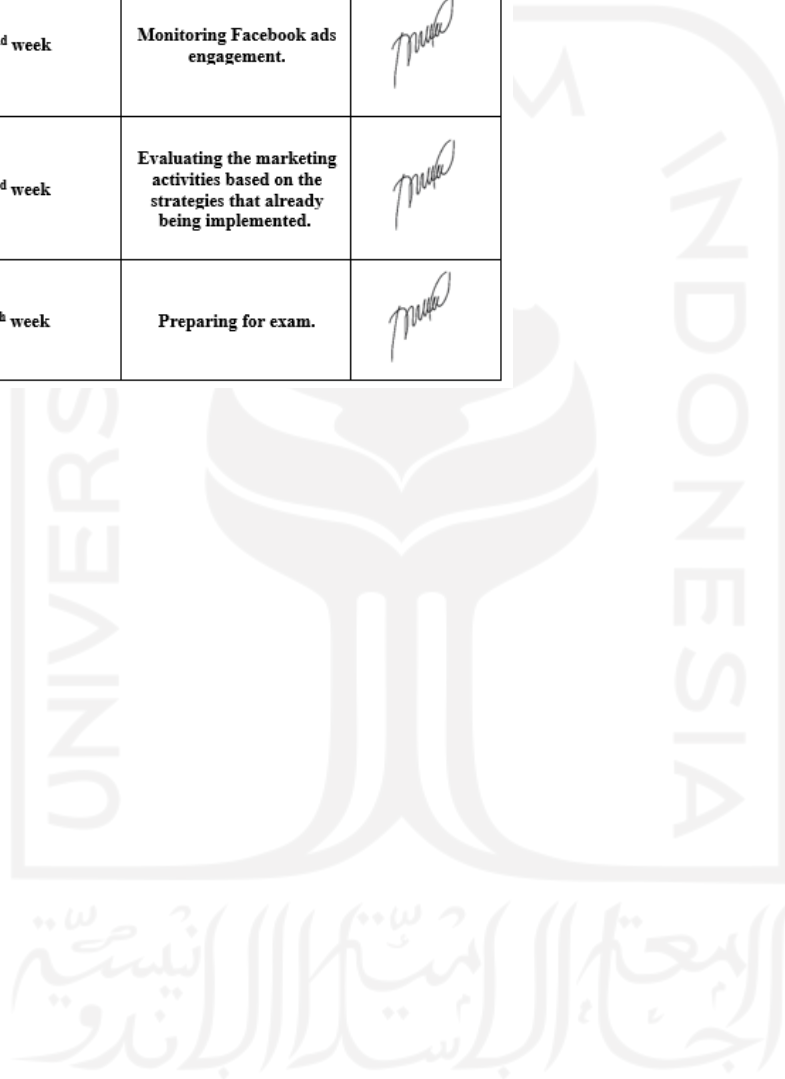
Appendix 2. Documentation Pictures
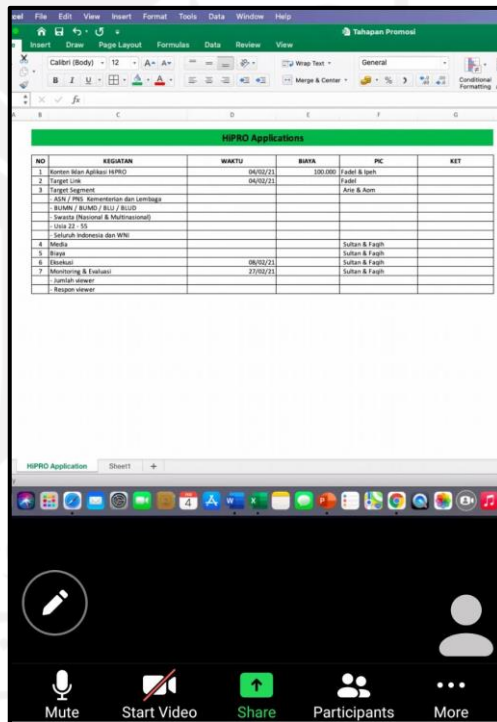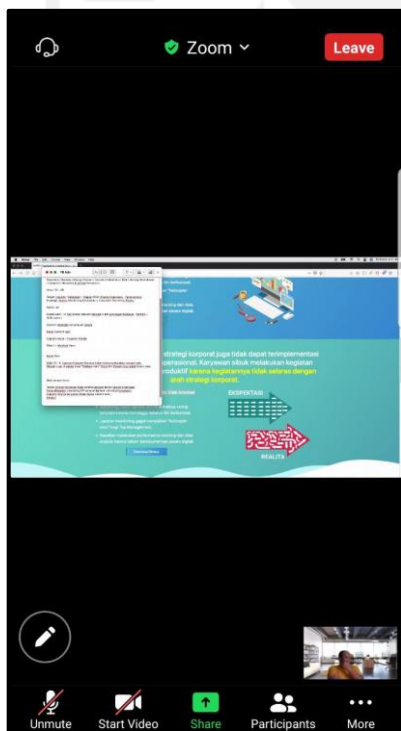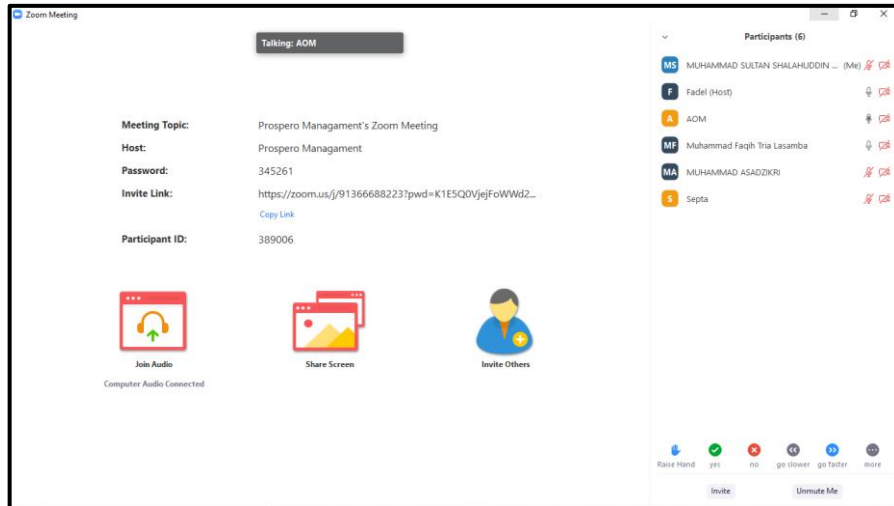
Appendix 3. Internship Certificate

HAVARA CONSULTING

Internship Certificate

THIS CERTIFICATES IS GIVEN ON THIS 15 FEBRUARY 2021 TO CERTIFITY THAT

Muhammad Sultan Shalahuddin Rozi

A STUDENT OF **INDONESIAN ISLAMIC UNIVERSITY** HAS SUCCESSFULLY COMPLETED
HIS INTERNSHIP PROGRAM FROM 05 NOVEMBER 2020 TO 15 FEBRUARY 2021
UNDER THE CAREFUL GUIDANCE OF CONSULTING PROJECT MANAGERS.

Muhammad Sultan Shalahuddin Rozi WAS ABLE TO SUCCESSFULLY

PARTICIPATE IN AND ACCOMPLISH ALL OF THE TASK REQUIRED FOR THE PROJECT
ENTITLED " DIGITAL MARKETING PROGRAM", THROUGHOUT WHICH HE WAS ABLE TO SHOWCASE
HIS GREAT WORK ETHIC, LEADERSHIP, AND TEAM PLAYER SKILLS.

WE AT HAVARA CONSULTING HAVE THROUGHLY ENJOYED HAVING HIM AS AN INTERN
AND WE WISH HIM ALL THE BEST IN HIS FUTURE ENDEAVORS

ADE AHMAD ROZI, MBA, Ph.D
CEO & Managing Partner